

Regional Advisory & Industry Skills Panel



Business & Entrepreneurship Regional Advisory Recap Report

In partnership with:



April 30, 2019

Reyes Coca-Cola Bottling

10670 6th St, Rancho Cucamonga, CA 91730

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- Background -

The Inland Empire Economic Partnership (IEEP) is a regional business organization dedicated to improving the business climate and quality of life in Riverside and San Bernardino Counties. The goal of this project is to align Career Technical Education (CTE) outcomes with regional employers to produce a highly qualified workforce that meets industry needs. IEEP is committed to aligning economic development strategies with promising regional education initiatives helping youth succeed in college and career.

- Objective -

IEEP in collaboration with the Alliance for Education, will convene and facilitate industry lead meetings with the aim of creating an employer engagement model that serves the purpose of influencing, improving, and advancing CTE pathways in San Bernardino K-12 school districts.

- Goal -

The overarching goal of this project is to enhance career education and to meet the demands of the economy and the labor market; to evaluate, strengthen, and revise curriculum to ensure alignment from education to employment. Preparing a highly-skilled workforce, meeting today's new and ever-changing industry needs, is at the core. More students will possess valuable skills, earn meaningful certificates, and participate in internship opportunities, leading to living-wage employment in their chosen field of study. Ultimately, career pathways will be improved and jobs will be filled.

Business & Entrepreneurship Panelists

1. **LaTonya Washington**, *CEO, The Customer Culture*
2. **Nathan Freeman**, *Sr. Development Manager, Community & Economic Development Department, City of Riverside*
3. **Danny Garces**, *Human Capital Manager, Reyes Coca-Cola Bottling*
4. **Ryan Berk**, *Owner, Parliament Chocolate / A La Minute Ice Cream*
5. **Kadir Fakir**, *Owner, Cheesewalla*
6. **Megan “Megs” Cahill**, *Pro Make-Up Artist / Beauty Influencer*
7. **Justin Hudson**, *Chief Creative Officer, 1LoveIE*

Moderated Panel Questions

Panelists (Business Partners/Advisors)

Question 1

What types of training, education, certifications, or credentials are desirable for entry-level Entrepreneurs?

Question 2

What foundational/technical skills are necessary for start-up businesses or entry-level positions within your specific industry?

Question 3

What interpersonal skills do you feel are most important for Entrepreneurs and those who wish to start a business?

Question 4

If you have employees, what does your hiring process look like?

Question 5

What new technology and/or equipment should we be incorporating into our courses?

Question 6

Where do you see Entrepreneurship and the GIG Economy going from here? Important Trends?

Question 7

Based on current trends, what **entry-level** jobs are available at your company by students graduating from high school or community college?

Question 8

Does your company offer Internships or Apprenticeships? If so, what are the technical/non-technical skills needed? Also, what type of work do interns participate in?

Question 9

Any important last words?

Q & A

Moderated Panel Notes

Question 1

What types of training, education, certifications, or credentials are desirable for entry-level Entrepreneurs?

Justin: Life skills themselves. Regardless of where I worked, I had fun. Your network determines your net worth. Connect with people and be authentic. No matter your background just be you.

Megan: Never went to college or former training, but very driven and passionate. Understanding your social audience is key. You have to do marketing. Looked up marketing strategy on YouTube. Had to figure out the different algorithms. Know that you yourself is a brand. Went to go watch people speak. How you talk to people and present yourself to people makes a difference. Sometimes you have to take the jump and propose an idea instead of waiting for someone to come to you. Cosmetology school doesn't really help with make-up it's better to go to someone who specializes in the field you're trying to get into. Also, have a positive attitude so people want to work with you. You have to know how to adapt.

Ryan: Started in a culinary background. Worked really hard starting out as a line cook after culinary school. Started doing ice cream after working at the casino and using dry ice to make a custard.

Danny: Law enforcement was the best training. High stress situations train you to be able to deal with situations. Understand your customer base. Understand why people do what they do. It will help you develop a following.

Kadir: Main skill set that really helped was networking. Talking to people and talking to other business owners. You have to get out there and put yourself in uncomfortable situations. Comes from a service industry background.

Nathan: Political Economics class really helped

LaTonya: What is that you want to do? What do you love to do? You need to be able to communicate in order to be able to reach people. Build the foundation, develop your business, and develop yourself. Develop your skills so you can be an influencer

Question 2

What foundational/technical skills are necessary for start-up businesses or entry-level positions within your specific industry?

Justin: Looking for someone who is positive and upbeat. They have to have good taste in music. Music is a big part of our company. Follow up questions through-out employment on them following their dreams and how they can better themselves.

Megan: I look for someone who knows all the ins and outs of the social media platforms. It's hard to answer every question myself so I need someone who is professional and who will represent me well. I am looking for people who are willing to work and learn.

Ryan: Work ethic and people skills. They have to be able to get along with the people they are working with. Instead of a formal interview I try to have a regular conversation with the person to see what kind of human being they are.

Danny: Interviewing skills. People skills. Be attentive. We can teach the job, but they have to have the people skills. As soon as an employee does something wrong the people are going to associate it to your company. You have to make sure they are the right fit. Help students with their interview skills.

Kadir: Patience. We are dealing with hungry people. Once they eat, they will be better, so you have to be patient.

Nathan: In our world we are sales people. It takes the right personality. You have to think smart and be outgoing.

LaTonya: Organizational skills and you have to be a people person. You have to be able to speak effectively to people.

Question 3

What interpersonal skills do you feel are most important for Entrepreneurs and those who wish to start a business?

Justin: It's all about having fun, but they have still be professional and get work done. Paid internship through our website.

Danny: We offer internships where ever we can. Usually in the summer. It has to make sense with our needs as a company. Paid internships can be found at the Reyes website under jobs.

Nathan: We have several interns. They are exclusively college students. We try to make the internship meaningful. They come to meetings, they help plan events, they do all the nitty gritty just like us. Some are paid, some are not.

Q & A:

What social media platforms do you use?

Justin: We have a photo op wall. Every time one of our customers makes a purchase we take a picture for Instagram. Social media is great but don't bet the house on it. What happens if it crashes tomorrow?

Megan: Mainly on Instagram (55k followers) and YouTube. Not as big on twitter. I try to be really good about responding to everyone's comments. Instagram is a great place to show my work. Like an online portfolio. Instagram has so many different options, which help connect in different ways. It's more about images and the stories for relatability. YouTube is more of a mini TV show people can tune into. It's more of me just sitting in front of a camera and being relatable.

Ryan: Social media is so impactful. It's a direct representation of what you're trying to create. Everyone has a phone. If they have a question, they go to their phone. We keep it in-company to best represent our goals and ideals.

Danny: LinkedIn is great for looking for hiring and connecting with other businesses. Anyone who volunteers their time for free is higher on my hire list. I can teach them how to do the job, but it's even better if they have those soft skills.

Kadir: Where's Walla. Customer buys the shirt and posts a picture of themselves somewhere and tags Cheesewalla. It gets the name out to even more contacts that were not previously in contact with Cheesewalla. Facebook seems more for the older crowd now. There are different audiences for different social media platforms. You have to figure out which one reaches your target audience.

Nathan: The city made a decision to roll out on all social media platforms. It seems to be how people get their news now. Everything moving forward now is linked to social media. It's how we get information out and show the good side of Riverside. LinkedIn is a great way to help get in contact with students and help them figure out what they need to do to get into the field that they are looking for.

LaTonya: Marketing is everything. I would suggest to have your students practice doing live videos. There are programs out there to edit videos. Let them have fun. Live videos are everything nowadays. Even LinkedIn has live video now. Students love the videos.

You have to find your true audience. If social media were to die you have to make sure you're keeping up with your email marketing.

Would you consider taking an intern from high school level?

Nathan: We aren't opposed to it. I can't remember having a high school student. Our internships mainly deal with getting people real world experience.

Justin: It depends on the situation. We expect a certain level of maturity.

Ryan: We don't have interns, but we do have employees that are high school students. We have to work around scheduling.

What can a student do to increase their odds at finding an internship?

Danny: Learn the business. It doesn't matter where you work. Learn how the business works. Knowing the ins and outs will reflect highly on your resume. Educating young people about key terms and learning the ins and outs of the business is a big deal.

How do you get past resume algorithms?

Nathan: Make sure you use the key words/descriptive words that are the job description. Make sure you are using a professional email address.

How can I show my students that it's a lot of work and not just instant?

Kadir: Have your students do something small scale to see if it's going to be something that they are going to want to do.

Megs: Have them go work in the field they are interested in.

Ryan: Just go out there, get things done and figure out what you need to do to get your company going.

Breakout/”Speed-dating” Questions

Question 1

As an Entrepreneur, what business skills, certificates, or degrees are most critical for students who aspire to be entrepreneurs?

Question 2

What technology or programs are you currently using?

Question 3

What advice overall would you give to a student who aspires to be in Business or to be an Entrepreneur?

Question 4

What advice would you give to high school teachers that would help them better prepare students for transition to community college?

Question 5

What are some of the biggest skills gaps that you have identified within the incoming student population?

Question 6

How important is Marketing to an Entrepreneur? What skills/knowledge do you rely on?

Question 7

How many employees and customers do you work with each day?

Breakout/”Speed-dating” Notes

TABLE 1

ROUND 1

Entrepreneurs: Yvette Harris; Ross Veckey; Justin Hudson; Meg Cahill

Question 1: What are tips for teaching social media/marketing?

- Learn analytics regarding Instagram
- *Fohr Card* verifies analytics and shows stats

Questions 2: Do you re-post?

- Meg/influencer stated that she only goes thru Instagram (with 3 sets of posts)

Question 3 (for Ross Veckey): How much capital did it take to become a franchise owner?

- No capital was required. He started with a cell phone and laptop. Then, he learned social media to gain clients. He had to get an Insurance License. He mentioned that you don’t always need capital; sometimes programs/people can bring someone in to gain experience and guidance.
- When Ross brings someone in, he receives acknowledgment and the person receives a mentor

Question 4: What to say to a young person regarding actual steps/methods, any recommendations?

- Watch their social media posts now. What you say now will follow you!
- Figure out the audience they want to reach
- Also know what age group you are catering to
- What “type” of influencer?
- Once you answer the questions above, you will need to appeal to your audience. Create your brand and marketing.
- Tell your story. Be transparent.
- Perseverance! You can share your hardships.

ROUND 2

Entrepreneurs: Ryan Berk; Mike Stull; Nathan Freeman

Question 1 (from Stacy Jones, Facilitator): Do you find students who want to do internships?

- MSJC promotes internship opportunities, however, only about 5 out of 100 take advantage of the experience
- Hours of internship opportunities can provide a challenge
- At some high schools, community hours are required; also, part of Senior requirement
- Work experience is sometimes part of credit recovery programs

- Opportunity in health field for internships
- Inland Empire is behind on after school internship opportunities
- The Chamber of Commerce is a good place to look for internship opportunities
- Students often do not take advantage of the experience if it's not paid
- Give students “nuggets” of information to see what they like
- Center of Entrepreneurs at Cal State San Bernardino offers coaching in Entrepreneurship Pathway
- Virtual Enterprise is offered at some schools
- Did Ryan write a Business Plan? No, not at first. It was more verbal than written. He created the product first; then the “pitch” was important and he wrote a business plan at the end

Available to speak to students:

Ross Veckey, Farmers Insurance – making choices

Nathan Freeman, City of Riverside - economics

Ryan Berk, A' La Minute & Entrepreneur – willing to do mock interviews

ROUND 3

Entrepreneurs: LaTonya Washington; Danny Graces

Question 1: Per Facilitator, “Are there any questions for the educators?”

- How do educators bridge the gap from school to the working world?
 - Some high schools do not allow online access (mostly high schools)
 - Community Colleges embrace the Internet
 - Guided pathways in some middle schools now
 - Guided pathways continue in high school and community college
- Who knows what Entrepreneurship is?
 - LaTonya considers it “developing a brand”
- How often do you have entrepreneurs come out to the schools?
 - Whenever you can find someone who is relevant and willing
 - Teachers teach networking skills
 - Some Entrepreneur classrooms use *Nepris*, using virtual connectivity to bring industry experts into the classroom
 - Students need to learn that they carry a brand with them; they need to hear about the grind of Entrepreneurship
- LaTonya feels that students need economics of business and life, and to learn how to write a business plan
 - Also, be able to communicate a business plan verbally
- *MakerSpaces* are at some community colleges, they spark creativity.
 - Maybe high school teachers can bring students to the community college makerspaces
- Danny talked about building a non-profit and learn what's first:
 - See it first - vision
 - Determine purpose

- Fill a gap
- Solve a problem
- Know about liabilities, taxes, etc.
- How to open a non-profit, licenses, etc.

TABLE 2

Some Students are from a background where it is harder to learn 21st century skills. What would be a way we can help them learn those skills?

Danny: Have them take a video of themselves speaking or addressing an audience so that they get used to speaking. Review those videos and help point out places where the students could improve.

LaTonya: Have them partner up. Have them speak and present to each other so that they can see where their strengths and weaknesses are. Encourage them to help each other improve. Have them go in front of the class and talk about themselves or give a presentation.

What classes do you think students need to get hired?

Danny: Not all positions depend on a degree. It depends more on what skills you bring with you. Getting a job is a job in itself. In business you need to be able to sell a product. You need to be able to use Microsoft Office and Excel. Creativity in your resume is a plus. Color and a picture of yourself can really help. A lot of professionals look at LinkedIn right away. It is also beneficial to have a digital portfolio of some kind to represent your work experience and accomplishments.

What do you look for in an interview?

Danny: Interviewees need to make sure they smile and are at ease. If they come in nervous and jittery it can leave a bad impression. Talk to them about something they are familiar with to get to know them.

How many people do you interview at a time?

Danny: We usually interview 1 to 3 people in a group.

Do companies search social media?

Danny: I don't seek out your social media accounts, but I do look people up on google and if your page pops up on Google, I may look at it. It's usually better to keep your social media clean anyways.

How do you get to that next level in your business?

Jason: It's about building the right connections and leveraging your relationships. You have to define what your brand represents and establish a good reputation. You have to keep building your relationships and keep in contact with those relationships. Also, pay attention to your margin on your product.

Ross: We need to share the journey of how people get to where they are today. Not just the success stories, but the parts where they are struggling as well so students realize it's not going to be easy. Make sure you develop your contact lists. Be sincere and honest with people. It will benefit you in the long-run because people will remember. Learn how to push past your "failures".

Yvette: You have to get them talking to each other. NOT texting, but actually vocally talking and picking up on social cues. For every failure there can also be a success if you work at it. Young people today are such digital natives. To be a success in Entrepreneurship they have to be lifelong learners. You can't ever stop learning.

Is it better to do one post linked to everything through Instagram or to do individual posts on each platform?

Megs: It is actually a pet peeve to see an Instagram post on twitter. It is much better to do individual posts on each platform because each platform has a different function. I use posts on Twitter as more of a call to action. "Hey guys check out my new video at (link)"

Do you think it's a better idea to start at a street market rather than a brick and mortar store?

Kadir: It really depends on your product. It doesn't make sense to try and have a full restaurant menu at a street market, but it doesn't make sense to have a brick and mortar if you're only selling a couple different things.

How important is physical marketing? (Flyers, cards, etc.)

Social media is much better now than physical. People want to see things right away and will often go straight to their phone to look at something. Most flyers and cards tend to get forgotten. People get home and forget the flyers are there.

What are some ways students might be able to build their contacts?

Nathan: Our city council is very proactive and love to interact with the youth. Many cities are similar in that regard.

Kadir: When I was starting, I went to every social event I could so that I could meet people. The more people see you the more they remember you.

Different direction. But, I needed it to be something low risk in case it didn't work out. The biggest challenge we have always faced in this venture has been capital. Finding funds for a building and now a food truck is in the works.

TABLE 3

GROUP 1

Question – How do you help students realize the disconnect in thinking that they are going to making 100k as soon as they graduate? How do we slow them down a bit?

Ryan Berk: Slowing down isn't the solution. Starting at the beginning is the most important step a student can take. If they want to own a restaurant start as a dishwasher. Students do not want to listen to people they are close to so create assignments that may get them out of their comfort zone.

Question – What prevents you from hiring a community college graduate? Is it that you think they are under qualified?

Nathan Freeman: At Riverside we will hire anyone that is skilled and meets the required qualifications weather it's an intern or graduate.

Kadir Fakir: Loma Linda University Medical stopped hiring associate degrees because they want to reach magna status and that requires a workforce made up of bachelor degrees.

Question – Do you have any recommendations on entrepreneurial-based classes in high school that can be easily implemented?

Ryan Berk: I took a farm class in high school (charter school) where I had to raise animals and tend to crops to sell, which taught me the value in life and working for your needs.

Mike Stull (CSUSB): Need to develop an entrepreneurial attitude. “Think like an owner” mentality. This is why entrepreneur classes are a mandatory GE for CSUSB business students.

Kadir Fakir: Students need to always analyze their environment. Store fronts, art, etc.

Nathan Freeman: Partnerships are key for innovation

GROUP 2

Question – What skills do you feel community college students are lacking to obtain employment?

LaTonya Washington: Communication & Public Speaking Skills

Danny Garces: Students need to learn how to sell themselves via body language. Professionalism (No childish email handles). Are they a fit in the company/what do they do with their spare time. Take care of your online profiles because we will google you.

Question – How do we help students keep their social media clean?

LaTonya Washington: Create a lecture or program that asks students to identify a bad post, a good post, and one that is on the fence.

Danny Garces: Photos online are everything. Because of not just the content but the background as well! No title 7 violations.

Question – Do political posts come into play when hiring?

Danny Garces: No because it shows that you are not afraid to speak your mind and value your opinions. That shows courage, which shows me that person can have constructive conversations. As soon as you enter the parking lot you are on stage and all eyes are on you.

Questions – Any recommendation on teaching professionalism?

Danny Garces: Have students research *bad interviews* on YouTube. This will show them what not to do and have a good laugh in the process.

GROUP 3

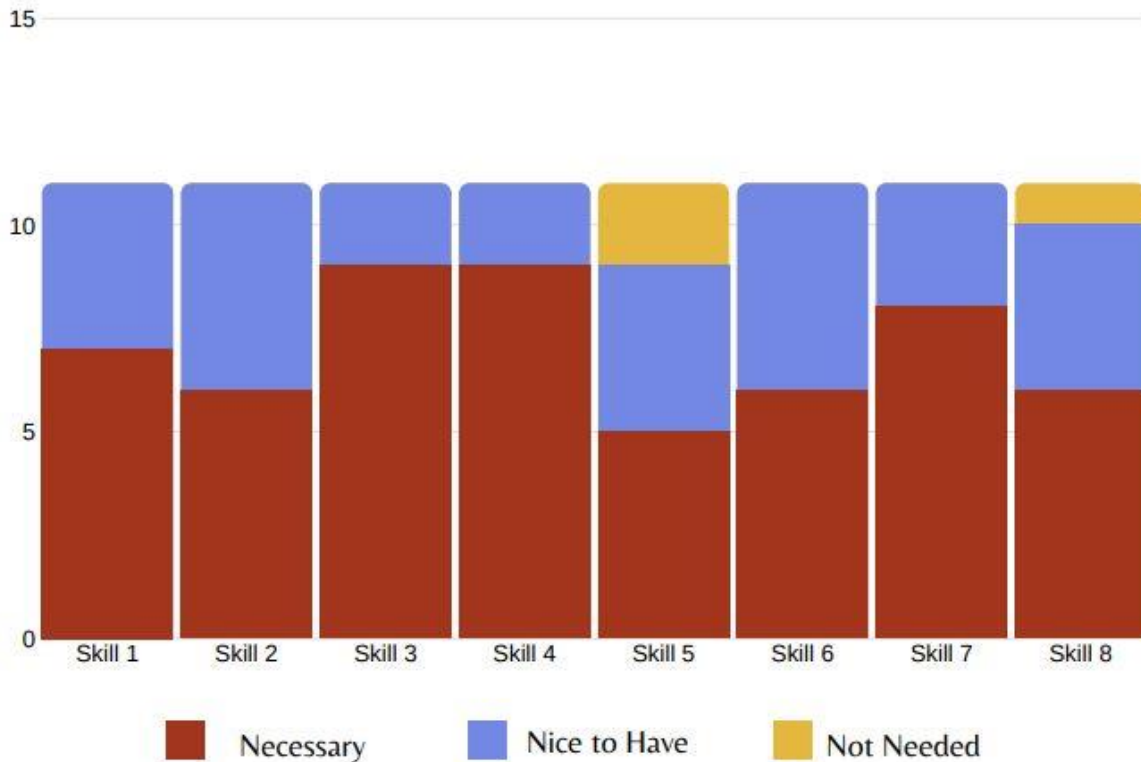
Question – Do you have any models out for business opportunity? What made you go down your path?

Justin Hudson: My parents were entrepreneurs, so I was always raised with that mindset. I had self-confidence that my ideas were going to work. I saw the identity crisis in the IE and I believed I could fix it.

Ross Veckey: I fell into my line of work through my need to sell and make money to provide.

Employer Survey Results

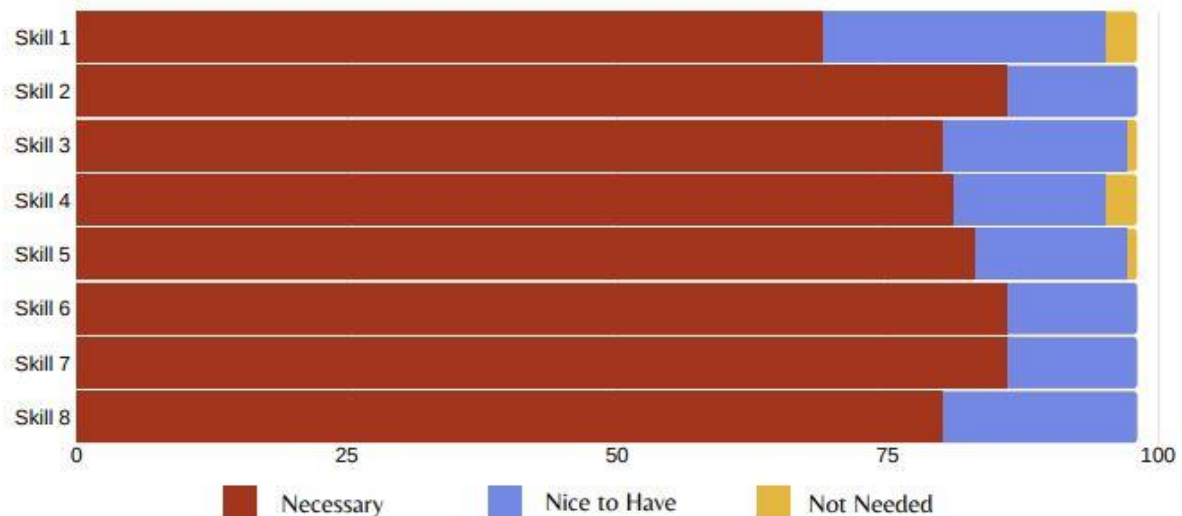
Professional Sales Technical Skills Survey



Technical Skills

1. Determine economic indicators that affect selling.
2. Identify legal aspects of sales contracts and warranties.
3. Analyze customer/client behavior in the selling process.
4. Demonstrate steps of sales and techniques used in the selling process.
5. Discuss telemarketing sales techniques.
6. Assess the responsibilities of building, training, and evaluating a sales staff.
7. Complete a strategic plan that includes establishing individual and company sales goals to guide the activities of the sales staff.
8. Identify sources of demographic data for sales and business planning.

Business & Entrepreneurship Employability Skills Survey

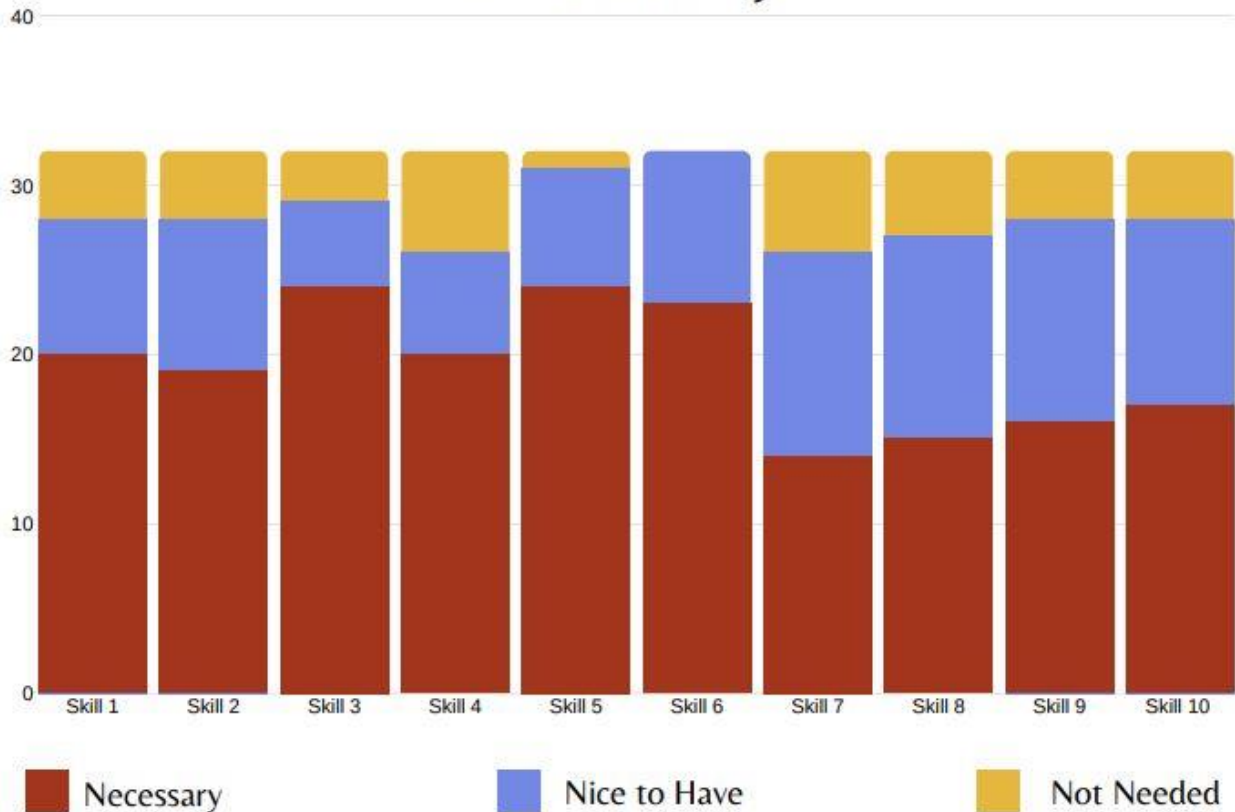


1. Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
2. Solve predictable and unpredictable work-related problems using various types of reasoning as appropriate.
3. Interpret information and draw conclusions, based on the best analysis, to make informed decisions.
4. Maintain a safe and healthful working environment and practice risk management to ensure security and to prevent loss of property.
5. Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.
6. Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.
7. Understand the benefits of teamwork, leadership, and citizenship in the community and workplace setting.
8. Respect individual and cultural differences and recognize the importance of diversity in the workplace.

Additional Comments

- Being open-minded in working with a diverse network of people.
- Career ladder and pathway asset maps.
- Dependable , reliable, punctual, trustworthy, and flexible. And good typist!
- Hands on and theoretical experience will help students be more successful.
- "Diversity" training programs lead to more stereo typing behavior. It is important to orient staff to the company norms so that they can assimilate and cooperate no matter each employees background. Familiarity leads to acceptance as long as individuals are professional and strive to get along.
- Social Media, networking, and appropriateness for business environments (i.e. twitter, Face Book, Instagram)
- Customer service focused, problem solver, and ability to maintain confidentiality.
- Addressing the practices of bottom-up vs. top-down processing.
- Value of personal development to increase personal satisfaction to become an even better employee/business owner
- Critical thinking skills, reading, writing, spelling, basic math, and ability to follow directions.
- Safety risks, first aid, and CPR with AED skills.

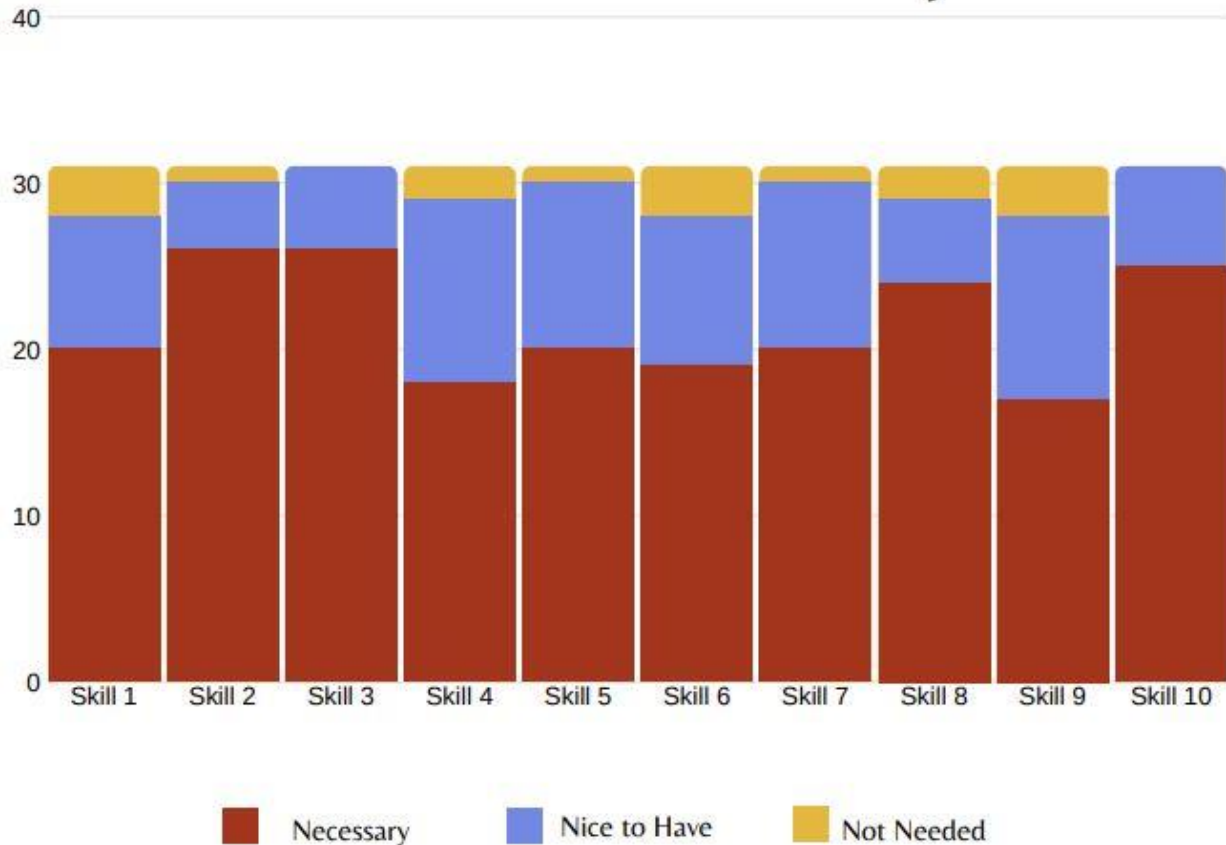
Business Management Technical Skills Survey



Technical Skills

1. Construct and defend a business plan (executive summary, organizational structure, market analysis, SWOT analysis, marketing plan, operating procedures, financial data, feasibility and supporting documentation).
2. Develop a project schedule, including the constraints of cost, time, and scope, to illustrate project structure using Gantt, Program Evaluation Review Technique (PERT), or other project planning tools.
3. Apply operations management principles and procedures to the design of an operations plan.
4. Calculate productivity with various levels of input.
5. Create and use budgets to guide financial decision making.
6. Identify, assess, and prioritize risks.
7. Investigate data security systems for business.
8. Construct a Marketing Plan.
9. Conduct market analysis and assess the business organization's position within their industry.
10. Create a master plan for resources that addresses market demand, sales, and operations planning.

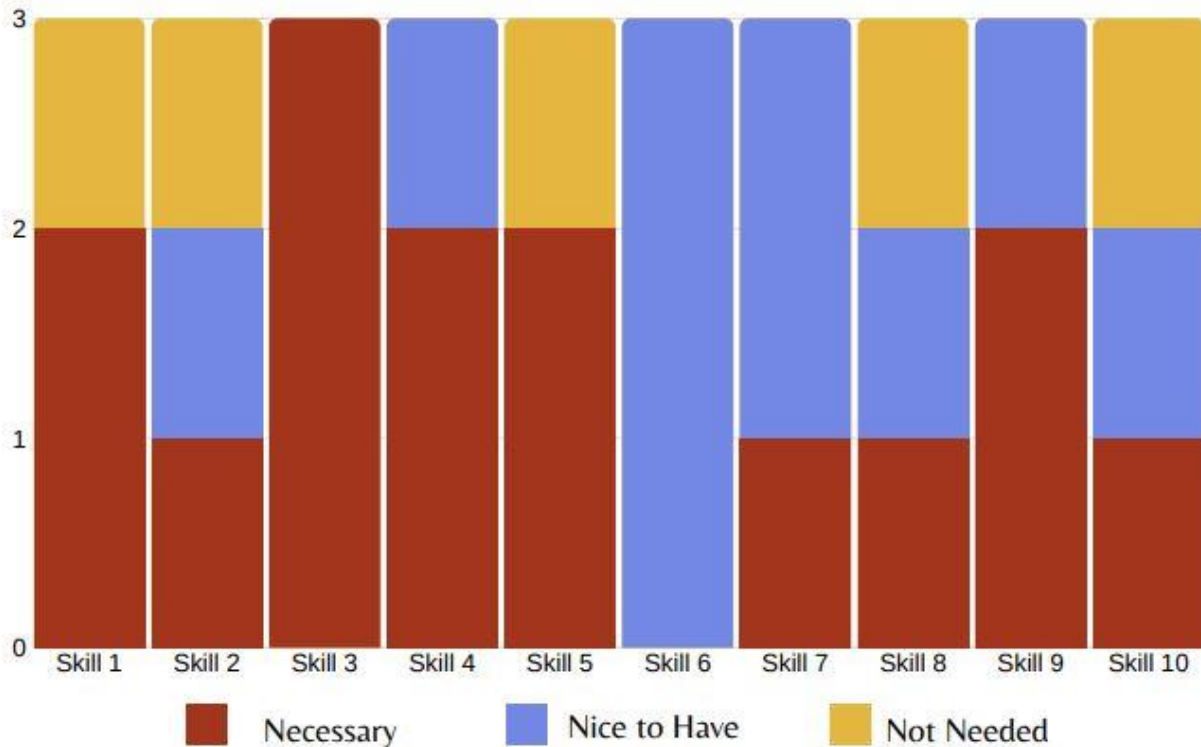
Entrepreneurship & Self Employment Technical Skills Survey



Technical Skills

1. Demonstrate the relationship between supply and demand and pricing and production.
2. Analyze strengths and weaknesses of self in terms of entrepreneurial success .
3. Know the risk management principles associated with small-business ownership.
4. Create and design potential innovative twenty-first-century products and services.
5. Distinguish the roles of support staff, supervisors, and managers in achieving financial goals.
6. Conduct market research by using a variety of methods.
7. Evaluate advantages and disadvantages of business locations.
8. Calculate financial projection sales, income, expenses, and taxes.
9. Use market research to develop strategies for marketing products or services in a small business.
10. Identify government regulations (federal, state, and local) that affect small business.

Financial Services Technical Skills Survey

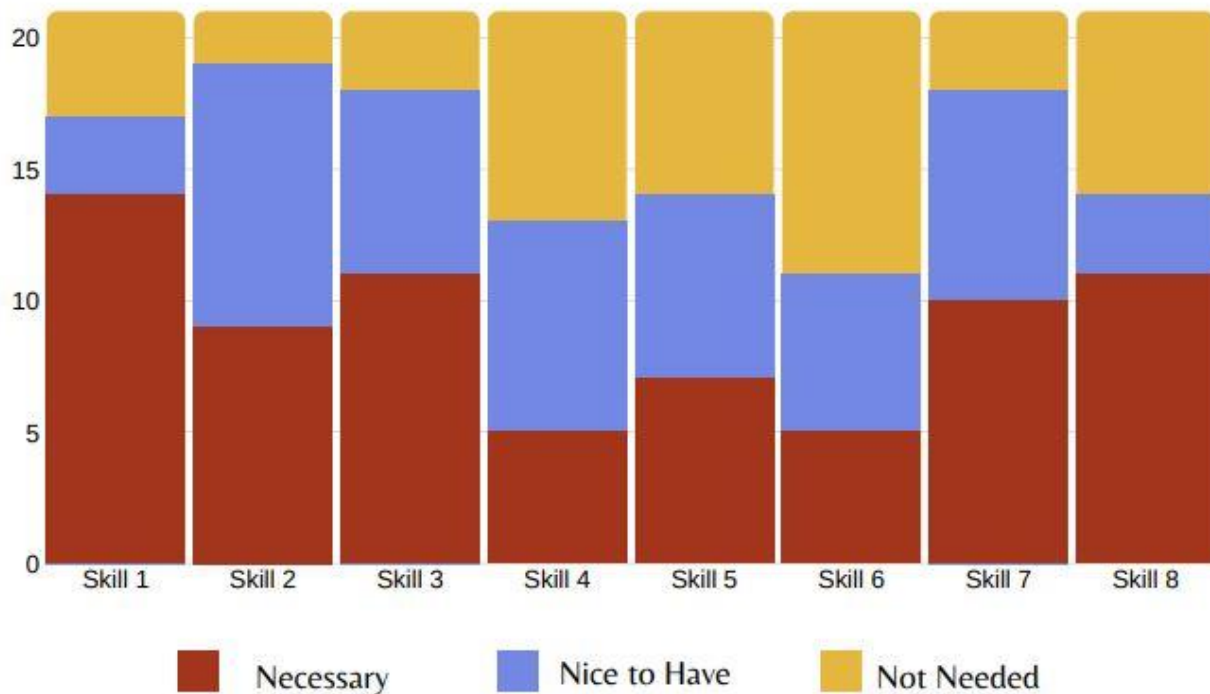


Technical Skills

1. Develop and defend a spending/savings plan.
2. Develop a working knowledge of individual income tax procedures and compliance with tax laws and regulations.
3. Use equations, graphical representations, and other accounting tools to classify, record, and summarize financial data.
4. Analyze an annual report and financial statement to predict profitability.
5. Calculate the impact of various taxes on financial decisions.
6. Assess the ways in which financial markets influence interest rates, inflation, balance of trade, and unemployment and the impact on business decisions.
7. Formulate an insurance and risk management plan.
8. Select sources to finance venture creation/start-up.
9. Determine client needs and wants and develop and present a written investment recommendation to the client using standard writing conventions.
10. Apply differential analysis and present value concepts to make decisions.

Marketing Technical Skills Survey

25



Technical Skills

1. Describe tools, techniques, systems used to plan, staff, lead and organize in human resources.
2. Use digital and graphic design in creation of advertising.
3. Determine factors affecting business risk.
4. Describe sources for financing businesses.
5. Evaluate the importance of the product mix.
6. Determine the effects of government regulations on stock handling techniques and warehousing.
7. Coordinate activities in the promotional plan.
8. Employ pricing strategies to determine prices.

Attendance

COMMUNITY COLLEGE / 4-YEAR			
Charlotte	Allen	charlotte.allen@vvc.edu	Education
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Crystal	Hickey	crystal_hickey@cry-rop.org	Education
Robert	Hill	Rhill@mojaveriver.net	Education
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Valerie	McClellan	mclva@fUSD.net	Education
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Photos



See all photos here: <https://bit.ly/2JaCRsL>